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#### **DEVELOPMENT AND PECULIARITIES OF BRANDING IN MILITARY TIME**

**Abstract.** *Considered the essence of one of the non-price methods of ensuring the competitiveness of products – branding. The concept of creating a new brand in wartime was analyzed. Brand attributes are characterized. It has been proven that branding is one of the most important resources of an enterprise, which ensures its competitiveness through the formation of consumer commitment and loyalty.*

**Keywords:** *brand; national brand; national branding; military events.*

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#### **РОЗВИТОК ТА ОСОБЛИВОСТІ БРЕНДИНГУ У ВІЙСЬКОВИЙ ЧАС**

**Анотація.** *Розглянуто сутність одного з нецінових методів забезпечення конкурентоспроможності продукції – брендингу. Проаналізовано концепції створення нового бренду у військовий час. Охарактеризовано атрибути бренду. Доведено, що брендинг є одним з найважливіших ресурсів підприємства, що забезпечує його конкурентоспроможність за допомогою формування споживчої прихильності та лояльності.*

**Ключові слова:** *бренд; національний бренд; національний брендинг; військові події.*

**Introduction.** Today we observe companies and brands behave differently during the war in Ukraine. The brand can not distance itself from external events and can do that if nothing happened. War is a very big shock that changes the lives of people, businesses, the form of products, and services.

**Research results.** The Tone of Voice should remain their identity always, under any circumstances. Today, brands have been widely transferred to Ukrainian communication. This trend, and is positive, but the form of appeal to the audience and stylistics should remain unchanged – it is the code of the brand. This also applies to visual style: The brand must leave all attributes in the form of a brand name, colors, font, and logo. If, of course, he did not change the product radically during the war.

So, the trademark and the brand.

Trademark – a combination of name, symbolic image, and other design elements designed to identify the product and distinguish it from competitors. This is a kind of passport, where there is a name, surname, photograph, etc. But the passport is not a real person.

The brand is not just a real person, but a person and a famous person. Let's give a formal definition of the brand, which largely reveals the technology of its creation.

Brand – a sustainable image of the product/service, formed in the consumer's mind due to the unique combination of name, symbol, and complex promises that this image is associated with. Speaking about the cost of the brand, we mean that it is through the brand creates a value delta between the profits and costs. This delta is the price of a mythological shell of a real commodity that could cost millions if it succeeds. For this attachment value and fierce marketing, battles occur.

Building a brand begins with answers to classic marketing questions:

- what?
- for whom?
- where?
- how much?

The answer to the first question forms attributes of the brand – characteristics that fix functional (rational) and emotional associations in the consciousness of the consumer. This is not just a set of objective and subjective characteristics of the product, it is a group of only those properties that are as relevant to the goods in this category.

The list of attributes must be necessary and sufficient. It should have so many characteristics that the consumer unambiguously identifies your product, and no more because the additional characteristics no longer enhance the uniqueness and do not help identification, but on the contrary, disperse attention.

Installation studies are useful to create a list of attributes. As a rule, this is a combination of data on market analysis, consumer portrait, and its relationship to the product. To obtain information on the first part, it is more efficient to use the results of global consumption studies that provide a good correlation between consumption patterns, portraits, and consumer lifestyles. For the second part, several focus groups are advisable.

Attributes help the consumer. The essence of the brand closely correlates with the answer to the question “why?” arising at the stage of positioning. The higher the brand’s mission rises to universal values, the more durable can be the brand’s life.

Brand attributes, expressed through various communications, shape its identity. In the process of promoting the brand, its rational, emotional, and spiritual attributes can develop, while increasing its overall potential.

Our merchandise with attributes must be placed in the market space. This step is familiar to everyone as positioning. This is a very important stage, as it tests the ability of brand attributes to differ from competitors and take their place.

At the stage of positioning marketer, first of all, answers questions «for whom» and «for how much», that is, outlines the target audience and market segment. It would seem that the answers to these questions are quite simple and can be formulated in several phrases.

Development of a new product should begin with the study of the market positions of products of competitors in the perception of consumers and with the analysis of prospects of the idea and attributes of a new brand. For products already on the market, it is necessary to periodically return to the positioning stage to check the location of the product and adjust the development strategy.

The main point in positioning – the process of reflection, its – figurative ping-pong: how we perceive ourselves – how we are perceived. What position do we take in the minds of people: the answer to this question should be sought not from the brand manager, but in the market. Here it makes sense to spend on research to get answers «before», not «after». Therefore, having identified the target audience and market segment, you need to answer the following questions:

- What is the company’s position?
- What position does she want to take?
- Who are the competitors and what is our unique position? Here the important point is the analysis not only from its position but symmetrically from the position of competitors.
- What is the company’s resource and how long it will be enough?
- How do we fit the chosen position? Here the most important thing is to find the weak points in the position, and this causes mistrust and loss of potential.

Thus, having taken a «winning position», we should know what to do next. We move on to the brand strategy. At this stage, we, first of all, decide «how». How and from what goods will be made, where and how they will be sold. This stage is closely linked, on the one hand, with attributes and positioning, on the other hand – with the creation of the brand idea.

The idea of the brand must be easily perceived. It is desirable that it could be formulated in one sentence. The idea should be unique (that is, inherent only to this product). It can be functional

Every commodity exists in at least two spaces: rational and emotional. Rational space is formed by objective properties of a good and procedures of its consumption. Emotional space is created by a set of life situations and/or life situations, and by the values associated with the consumption of goods. On that, more qualitatively or functionally innovative idea of the brand depends on the choice of its development strategy. On this depends the way and nature of promotion of the brand: rational or emotional approach to the communication system with the consumer.

Scientists offer to structure brands according to the following criteria:

1. According to the strategic orientation of the branded portfolio:

- a brand product is a set of information about a specific product. This type of trademark is often used in the food industry industry;
- brand-line or sub-brand of product categories, this is a complex information about homogeneous goods, each of which has a separate name;
- source brands are formed from two names: brand-company or product category and sub-brand. The name of the company defines identity and associations, the brand of the product speaks about its destination for a certain segment;
- brand-inscriptions emphasize the connection between corporate product name and sub-brand.
- the umbrella brand is informative for the consumer the source and quality guarantee of the entire product portfolio. Presupposes work with the consumer in a single emotional style;
- a brand guarantee is a proof of quality for a potential buyer and general recognition, information on the branching of activities manufacturer

2. According to the level of distribution:

- an international or global brand ensures promotion under one brand of unified goods on world markets;
- the national brand involves reaching certain consumers countries;
- a regional (local) brand focused on satisfaction needs of consumers of a certain region.

3. According to the assortment line:

- a corporate brand is a combination of visual and verbal elements of the company's brand that conveys its specific promises target groups: employees, investors, distributors, end consumers, as well as society as a whole;
- the umbrella brand assumes existence on the market under one brand of several product groups or product categories.

The main advantages are cost reduction for the new product and facilitating distribution. Among the disadvantages, it is necessary to single out: a threat "dilution", that is, a decrease in loyalty due to extended assortment, as well as the deterioration of the attitude towards all goods under an umbrella due to the negative experience of consuming one of them;

- an assortment brand creates an identity that works for several classes of brands, it is an all-encompassing symbol that helps for the consumer to see the relationship between goods and relationships.

Assortment brands are used to expand brand boundaries in new directions.

4. By areas of use:

- the product brand is used by the enterprise for product promotion;
- the personality brand is characterized by the facilitation of promotion products through the use of branded products in advertising events personalities;
- the brand of a non-commercial organization can be used by food enterprises during event marketing.

## 5. According to the image:

- brand-attribute has an image that provides confidence in functional properties-attributes of the product;
- brand aspiration provides information not so much about of the product, as much as it is about the lifestyle, provides the consumer satisfaction of functional needs and acquisition of a certain status, respect, recognition.
- the brand-experience concentrates associations and emotions, stands higher direction and connected with a life philosophy, breaks the connection between himself and the product, the consumer does not buy a specific taste and design, he tries to consume the material embodiment of a certain life philosophy.

## 6. By market share:

- brand-leader – a brand that occupies a leading position in relation to market share, level of consumer loyalty, relative to other brands in the product category;
- a follower (or challenger) brand is among the top three product category, but is inferior to the leader in terms of market share and consumer attitude;
- a niche brand occupies a separate niche in a specific market product and focused on meeting the needs of a clearly segmented consumer.

## 7. Depending on control and marketing support:

- manufacturer's brand, manufacturer's control, availability marketing support;
- private brands, trade control, availability of marketing support;
- cheap brands, control by the manufacturer, absence marketing support.

## 8. Depending on the expansion strategy:

- multi-brands – additional trade sub-brands in the category of the product, in order to highlight different product characteristics for facilitating the specific motivation of buyers.

The multi-brand strategy allows the company to create a demonstration volume with distributors and protect the main brand with flankers;

- combined, double brands involve the combination of two or more famous brands;
- component combined brands provide a statement that under during the production of goods under one brand, another is used as a raw material or component under a second brand.
- combined brands of one company;
- combined brands of joint ventures;
- general combined brands involve the creation of a new one brand for several businesses.

## 9. From the point of view of influence on the consciousness of the consumer:

- natural – chosen as a result of reflection, consciously.
- artificial – the result of targeted systemic influence on consumer from the moment the product appears on the market.

## 10. According to the characteristics of the consumer:

- a consumer brand focused on the end consumer goods;
- the industrial brand is relevant for use in work with production partners.

## 11. Historical criterion:

- pre-revolutionary brand
- newest brands.

So, having analyzed the main approaches in the study of brands, we must state that the conceptual difference of the brand and trademark concept lies in the plane of brand communication consumer, in contrast to a documented trade brands brand is a broad concept, the main selection criterion which is the presence of a broad paradigm in relations producer/consumer.

**Conclusions.** And in our opinion, the most important thing is not to lose, not to hide, and not to plunge into itself: To tell further about the life of the company, the brand, how the team survived, or, on the contrary, lost, how to rebuild their business processes, reformatted the product, service, who went to the front, how helped the army. This communication should be such that the audience has a full picture of the brand's life during the war. And now entering the market of your new product can become a full-fledged information source, while the rest of the brands are silent. If before the war it could be regarded as advertising, today will be seen as a guide to action and motivation of others.

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